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PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

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To: Distribution **Date:** December 2, 1993

From: Nancy Parmet
Doron Stern
Ashley O'Neil

Subject: MARLBORO COUNTRY STORE PROGRAMS

Thanks for a productive working session on Tuesday. We all found it extremely valuable and plan to continue similar meetings on a regular basis.

Attached are recaps with key information on the B4G1F Program (May/June) as well as the Carton Graphics Program (June/July).

Finally, an issue regarding Marlboro Medium 5-Pack inventory was raised -- We currently have a Region 5 Sales Program in place, ($1.50 off 5-Packs) designed to quickly move this excess inventory. This should help alleviate our MAT/MCS UPC changeover concern.

Thanks very much for your input. Please call with any questions or to discuss further.

NP/nr

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